EXHIBIT 27
REDACTED

Reserve Price Optimization and First Price

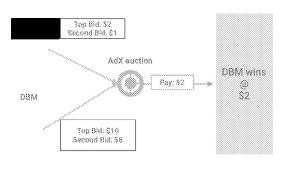June 25, 2019

Agenda

* What is RPO and why do we do it?

* How RPO works in a second price world

* Challenges of doing RPO in a first price world

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What is Reserve Price Optimization (RPO)?

AdX (*historically)* runs a second price auction
- Highest bidder wins
- pays second highest bid

Sometimes, winning bid >> price

Idea: set minimum price just below what the highest bidder is willing to pay

——— winning bid

——— dynamic reserve price

——— winning price

——— 0

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Why do RPO?

- The goal is simple: <mark>make money</mark>.
- But this just transfers value from the buyer to the seller? Why do it?
    - <mark>We're not really running a full second price auction.</mark> DSPs do not submit their second price.
    - On average, There about ▬▬ bids per AdX auction.

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Reserve Price Optimization: Guessing the Top Bid

============ winning bid	============ winning bid	============ reserve price
		============ highest bid
	============ reserve price	
============ winning price	============ second bid	============ second bid
============ reserve price		
============ 0	============ 0	============ 0
NO-OP	Revenue Gain	Revenue Loss

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